

What is Claimed is:

1. A process for forming opaque tissue products wherein thermally expandable microspheres are added to said tissue products in an amount of about 1 % or less based on the weight of the fiber furnish and wherein the bulk value of said opaque tissue products is about 3 cm³/g or less.

2. A process according to claim 1 wherein said opaque tissue products are sanitary bath tissue, facial tissue, towels, or the like.

3. A process according to claim 1 wherein said thermally expandable microspheres are added to said tissue products during the wet end of a manufacturing process for said tissue products.

4. A process according to claim 3 wherein said thermally expandable microspheres are added to said fiber furnish either just in front of or at the headbox during said wet end of said manufacturing process for said tissue products.

5. A process according to claim 3 wherein said tissue products being formed have a low basis weight of up to about 30 gsm.

6. A process according to claim 3 wherein said tissue products being have a basis weight of about 14 gsm to 18 gsm.

7. A process according to claim 3 wherein said fiber furnish is a softwood fibers furnish.

8. A process according to claim 3 wherein said fiber furnish comprises recycled fibers, Kraft fibers, fibers containing sulfite, cellulosic fibers, or other such commercial fibers.

9. A process according to claim 3 wherein a cationic retention aid is incorporated into said furnish in order to increase the retention of said thermally expandable microspheres by said tissue products.

10. A process according to claim 1 wherein said thermally expandable microspheres are added in an amount of about 0.5%.

5 11. An opaque tissue product comprising a pulp and thermally expandable microspheres in an amount of about 1% or less based on the weight of the pulp and wherein the bulk of said opaque tissue product is about 3 cm³/g or less.

12. The tissue product of claim 11 wherein said tissue product is a sanitary bath tissue, facial tissue, towel, or the like.

10 13. The tissue product of claim 11 wherein said tissue product has a basis weight of up to about 30 gsm.

14. The tissue product of claim 11 wherein said tissue product has a basis weight of 14 gsm to about 18 gsm.

15 15. The tissue product of claim 11 wherein said tissue product further comprises a cationic retention in order to increase the retention of said thermally expandable microspheres by said tissue product.

16. The tissue product of claim 11 wherein said tissue product is more opaque than a tissue product of equal basis weight having no thermally expandable microspheres incorporated therein.

20 17. The tissue product of claim 11 wherein said tissue product comprises thermally expandable microspheres in an amount of about 0.5%.